EXECUTIVE SUMMARY

Our ambition is to build a place for all Calgarians. To build a place that is modern, exciting, and vibrant. To build Calgary's favourite place – indoors and out. We want to build a place where the lights are bright, the fans are loud, and Calgary's opponents are always skating uphill. We want to build a year-round destination – a place where Calgary can come together.

We want the Event Centre to be what we call an 'Urban Magnet' – an anchor that energizes the entire Culture and Entertainment District. We want to build a place that enables connections to the river, activates the street edges, and is the best public space in the city. We want to build a beacon for people, a gateway to Stampede Park, an urban living room for all Calgarians to enjoy.

We want to attract people from all over Calgary, from all over Canada, and from around the world. We want this to be a world-class place. We want to see big events, the concerts and festivals lining up to use the space we designed. And we want to build a proud showcase for Canada's next championship teams. We intend for it to be here for a long while so that the Event Centre can continue the storied past of the Scotiabank Saddledome and create new memories for generations to come.

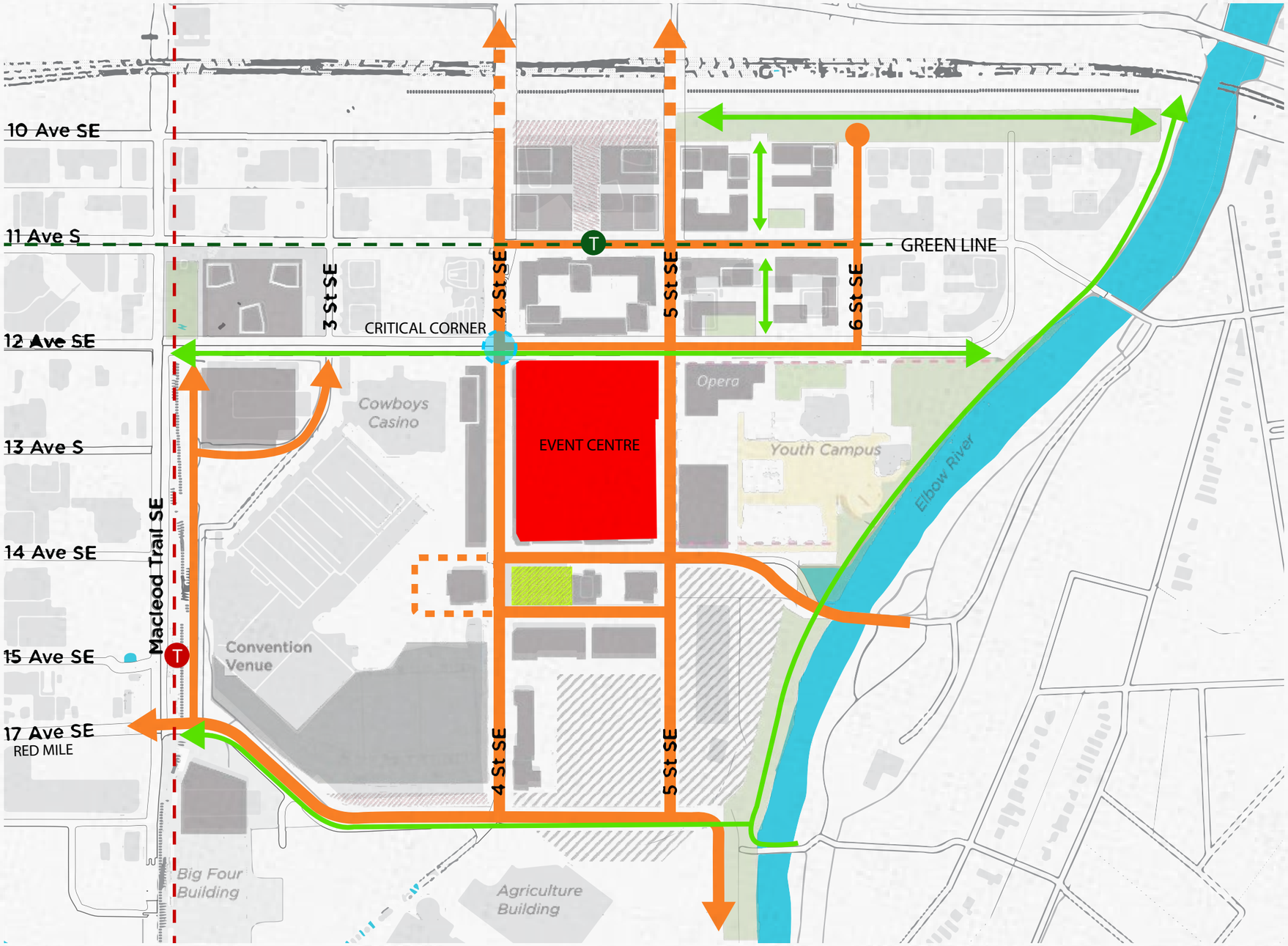
The building is more than a place, it is an experience. It's an experience that blurs the lines between indoors and out. It's an experience that blends an exciting mix of retail, entertainment, sports, and events. It's an experience that makes peoples want to keep coming back. We want to build that experience.

Anchored by the history of an ancient gathering place, at the confluence of two rivers, the Calgary Event Centre will be a modern-day bonfire, drawing all to gather in its warmth and energy. It contributes this energy to the greater Culture and Entertainment District complimenting the expanded BMO, western Canada's largest convention venue, and the 100-year history of the Stampede.

It is with purposeful intent, that the design of the Event Centre creates a competitive advantage for sporting events and is mindful of the Partnership Fundamental Principles and Rivers District Master Plan design principles.

- **Competitive Advantage.** We want Calgary's opponents to face a wall of fans, a sea of red and a feeling of being down two goals before the game starts. The seating bowl embraces the great qualities of historic and contemporary venues, creating great sightlines and an intense connection between fans and the action on the ice. The Event Centre will redefine home ice advantage, and from team facilities to amenities to technology to training to recovery, our players will have the very best on offer.
- **Fan Centric.** From the approach to the building, through the entry, to the event experience itself, the Event Centre is designed to engage and excite the fans. The experience will be grounded in the city's rich sports and arts tradition, while embracing the new expectations modern fans have for the social environments, amenities, and technology a new building should offer.
- **Optimize Facility Revenues**. Exterior spaces and interior destination zones are designed in a manner to leverage a multi-tiered sponsorship asset inventory. Through careful analysis of fan and user demographics, the seating bowl responds to the desire for premium seating as close as possible to the event floor without disproportionately displacing general admission seats in the lower bowl. Unique premium seating options are featured throughout all levels. Further, the asymmetrical design provides for more seats in the hockey attack zone and opposite an end-stage concert configuration to maximize preferred seat locations and ticket revenue streams.
- **Multi-Purpose Facility**. The venue design has the flexibility to support a wide array of events from sports to shows, large to small populations, loud to quiet environments and, with operational requirements in mind, the design integrates a robust approach to all of the building systems support needed; including mechanical systems that will create a great ice floor and be robust enough to convert to a comfortable concert environment, rigging capacity to support touring and awards shows, reliable electrical services, and a broadcast infrastructure that includes space for production trucks in a weather-protected environment.
- **Right Sized**. With a keen eye on scalability and flexibility, the seating bowl is designed to align with today's market demand for NHL hockey and the ability to house and attract large concerts, small shows, and everything in between. Scaling the "house" is achieved through use of bowl reduction and half-house curtaining systems, as well as lighting control. Incorporating strategies for flexibility in the design of premium seating and adjacent lounge space allows the venue to adapt to ever-evolving social expectations. This approach to scalability and flexibility offers opportunities to be "right-sized" over the life of the venue, consistently exceeding fan expectations, and maximizing year-over-year revenues.
- **Sustainable Business Model.** The design optimizes revenue opportunities by creating space to support high levels of service, extending hours before and after events, and providing a desirable destination for everyday restaurant, hospitality, retail and banquet facilities that become an integral part of the city fabric while embracing operational efficiencies to drive down costs.
- **Operationally Efficient**. Strategies for sustainable design, venue conversions, and flood mitigation are keystones of operational efficiency. The green build strategy begins with The City of Calgary's Sustainable Buildings Policy (SBP) and is informed by additional frameworks including NHL Sustainability Guidelines, Green Links, and best practices from the Green Sports Alliance. Organization of functions at the event level, including a weather-protected loading dock, facilitate an ease of venue conversions from concert mode to hockey mode to lacrosse and beyond. The main concourse was raised above the 1:100 flood limit with additional operational flood control measures allowing protection up to the 1:200-year condition, and limiting potential breach points below this elevation, minimizes the need for operational flood control measures should an emergency arise.
- **Technologies**. The design will incorporate a technology data network strategy that will be the driver for operations for all events, have the flexibility to adapt to evolution of technology, and better connect fans providing for the most sophisticated, immersive, and engaging experience possible.
- **Viable, Sustainable, Accessible**. The design responds to the aspirations and needs of those who are athletes or performers, those who work at the venue every day or part time, and those who visit regularly or rarely. Design strategies focus upon the path of travel, developing proper spaces and adjacencies of spaces, providing amenities that surpass expectations, incorporating future proofing and flexibility, barrier free use, and transformable spaces allowing for a wide range of engagement between the public realm and the venue depending whether the building is in event, non-event, daily, or festival modes.
- **Gathering Place**. Stampede Trail is envisioned as the heart of the Culture and Entertainment District, and the Event Centre takes care in developing a comfortable street frontage with active and viable ground floor uses that will make this area a destination for outdoor festival events, outdoor dining, and a pavilion that functions as an outdoor living room for everyday and event use.
- **Catalyst and Sense of Community**. The design includes hallmarks of a catalyst building that will infuse new energy and new life into the district. This includes a design that is authentic to Calgary, supportive of connectivity within the public realm, resilient in terms of business and operations and supports everyday vibrancy and activation that will be great for the surrounding community. In full support of the vision that the Culture and Entertainment District, this venue will attract those who want and choose to be integral with the Calgary experience and become retail, residential, and office neighbours.

EAST VILLAGE



COMMUNITY BENEFITS

A) CIVIC ASPIRATIONS

Our overarching design ambition sees the Event Centre as a catalyst for development in Calgary's Culture & Entertainment District that activates a vibrant, mixed use community with a richness of new uses and the creation of Calgary's gathering place that creates a neighbourhood of belonging and celebration for all.

Partnership Fundamental Principles

As identified in the Project Framework Agreement, the Event Centre will be designed and constructed:

- To **optimize facility revenues** for all events
- As a state-of-the-art, **multi-purpose** facility with design features, functional components and specifications that are comparable to those consistently found in comparable Event Centres
- Foster a **sense of community** complimentary to the Rivers District neighbourhood
- Provide for a **sustainable** business model
- Be **"fan-centric"** with a view to exceeding fan expectations in all areas of the guest experience
- Be **"right-sized"** for the Calgary market
- Incorporate appropriate **technologies** and design elements to the advantage of CSEC's teams
- Be environmentally responsible and designed to be **operationally efficient** in all aspects
- Be a **gathering place** for all Calgarians that includes: concerts, assemblies, festivals, professional and amateur sports, linked to an outdoor gathering space
- Be **viable** and **sustainable** while contributing as part of a comprehensive master plan vision
- Be a **catalyst** to attract further vibrancy and investment in a mixed-use neighbourhood

CALGARY SPORTS AND ENTERTAINMENT CORPORATION

- The Event Centre is a landmark project located in east Victoria Park and is a central element in the Rivers District Master Plan that sets a bold new vision for the area.
- Calgary's Culture & Entertainment District has a rich and significant cultural history with evidence of continuous settlement and use as a gathering place at the confluence of the Bow and Elbow Rivers and over 100 years of celebration with the Calgary Stampede – from Indigenous beginnings to the modern city. Our design will respect and highlight this tradition of meeting and celebrating together.
- We will set the benchmark for future development of the Rivers District Master Plan, particularly along the Festival Street at the heart of the Culture &Entertainment District.
- The Event Centre will be a destination for all Calgarians and for people across Canada and from around the world. It will be a world-class place and host world-class events, concerts and sports. Retail, bar and restaurant venues will work together to optimize facility revenue while delivering unique experiences for visitors.

The Event Centre design will create an 'Urban Magnet' that further activates the entire Rivers District. It will enhance connections to the Elbow river, 12th Avenue east of 4th Street SE, and to some of the new best public spaces in this city. It will also become a gateway entry to Stampede Park. The design will be a beacon for people and create a new destination for Calgary to come together.

Context

The concept design has been heavily influenced by the following reference documents:

1. Rivers District Master Plan (CMLC) – December, 2018
2. Rivers District Streetscape Guidelines (CMLC) – Ongoing
3. Stampede Park Concept Plan (Calgary Stampede), 2018
4. East Village Master Plan (CMLC), 2009
5. Beltline Area Redevelopment Plan, Part 2 East Beltline Area (City of Calgary) – 2019
6. Municipal Development Plan (City of Calgary) – December, 2018

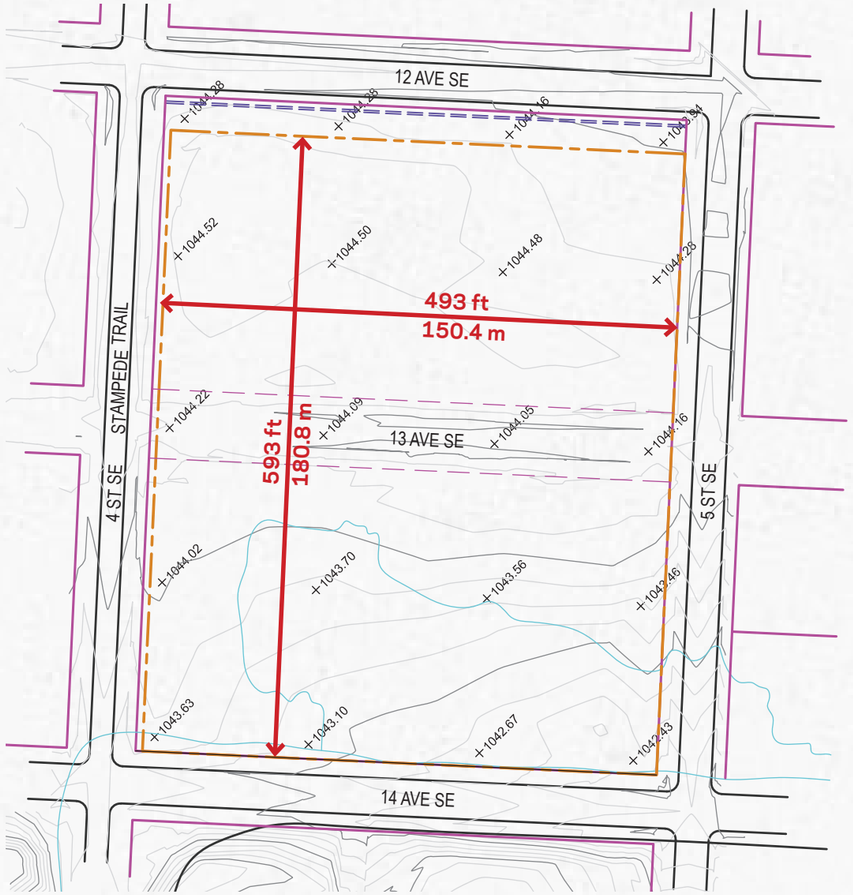
From these plans, we have incorporated several design aspirations for the building and the surrounding neighbourhood:

- Our design concept recognizes that safety and accessibility are important guides in the development of the public realm.
- The development must contribute significantly to local and regional economic development.
- It is important that the project recognizes and honours the area's culture and history.
- The area will become a vibrant mixed-use culture and entertainment district.
- Inviting public spaces are vital to the success of the Event Centre area. Both active and passive recreational opportunities will be supported to encourage people to gather, linger, pause, or connect on their journey.

These aspirations align with the CMLC Public Engagement Program (July 2020). The extensive process discovered that Calgarians want the Event Centre to deliver three common themes:

- PRIDE – The Event Centre is an opportunity to revitalize east Victoria Park and the surrounding neighbourhoods, catalyze growth and give Calgary a world-class facility befitting the city's global stature.
- VARIETY – People want the space to offer variety, excitement and opportunities to consistently attract locals and tourists to Calgary and east Victoria Park year-round, in addition to the more obvious benefits of being able to host major concerts and sporting events.
- CONNECTION – The Event Centre is an opportunity for Calgarians to connect with each other, with friends and family, with business associates, and with the community at large.

SITE PLAN & CONSTRAINTS



RDMP NEW ROADS

PROPERTY LINES

FLOODWAY / FLOODPLAIN

ZONING SETBACKS

RDMP SETBACKS

SITE PLAN

0 50 100 200 SCALE: 1" = 100'–0"

Urban Design Rationale

The site consists of two city blocks bounded by 4th Street SE to the west, 5th Street SE to the east, 12th Avenue to the north and 14th Avenue to the south that make up 7.24 acres (2.93 hectare) in area. It is currently used as surface parking. Between property lines the site is 190.7 meters x 153.4 meters (NS x EW). The existing segment of 13th Ave. that bifurcates the site will be closed and the utilities below and above grade removed.

The high point of the site is in the northwest corner, with approximately 2.4 metres of fall to the southeast corner. The site is near to the flood plain and is within the overland flood area.

5th Street SE, adjacent to both the Youth Campus and the future Calgary Opera building to the east, is an important link to East Village and is the primary access for service vehicles. A future residential precinct to the north is supported with strong connectivity to the existing Victoria Park / Stampede Station at Macleod Trail and the future Green Line LRT station on 11th Avenue SE (pending final location/routing).

The area south of the site will likely see future mixed-use development and the creation of a gateway into Stampede Park, including the expanded BMO Centre. Stampede Trail to the west will host future retail and restaurants and will be designed to support public activation. The design team is coordinating with CMLC and the BMO Centre design team to ensure a consistent approach to the public realm between the two buildings and the Festival Street.

Streetscape Study

12th Avenue Greenway

12th Avenue SE is the primary entryway into the Cultural, Entertainment and Education character area described in the RDMP and is a critical component of the open space framework. The southside of 12 Avenue SE is characterized by a wide pedestrian walk flanked with a double row of trees from Macleod Trail to 5 Street SE. West of Macleod Trail, the pedestrian promenade continues along 13 Avenue SE with its generous setback. 12th Avenue SE will continue to accommodate the Greenway extension and will provide ample room for crowd assembly.

Stampede Trail (4th Street, Olympic Way, Festival Street)

Festival Street is of primary importance to the Event Centre's ability to contribute to the character of the Culture & Entertainment District along the site's west side. Providing primary access to retail, bars and restaurants from the Festival Street , with secondary access from within the Event Centre will be key creating a successful public active urban street and Event Centre. A street massing of two or three storeys with bars, restaurants and retail will provide a destination to gather outdoors before venturing inside the Centre. The SW corner of the site will become a significant outdoor plaza and offer flexible uses, urban energy, and become a significant meeting place for the larger community. The west side of the street compliments future similar-sized retail on the east side. Stampede Trail connects to BMO Centre and the 17th Avenue extension to the south and the East Village to the north.

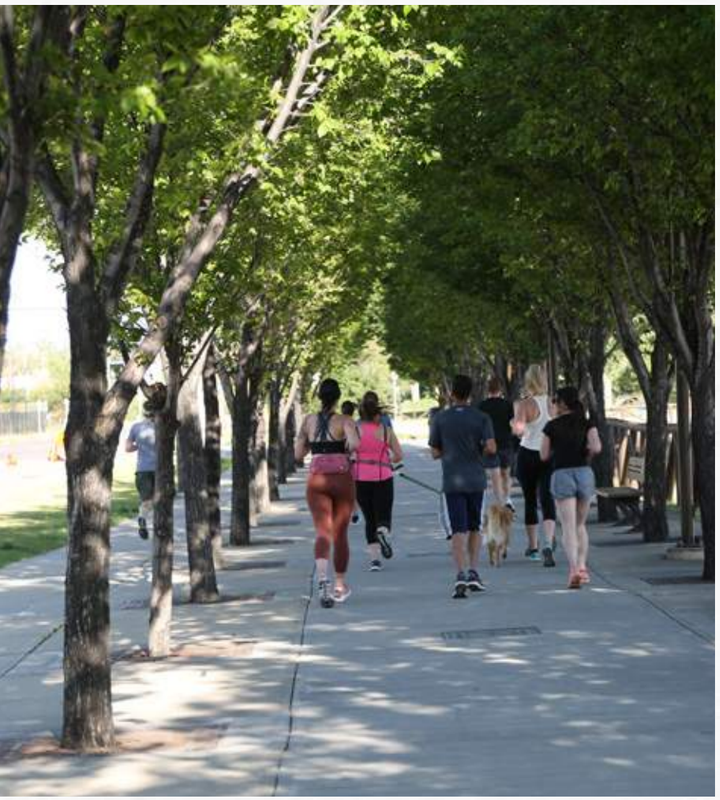
The full length of Stampede Trail including the centre ice, or the critical corner and potential future development to the south are key to the success of the Event Centre. It is the heart of the Culture & Entertainment District with the flexibility to transform into a festival street closed to vehicular traffic during major events. The street will also receive significant pedestrian traffic from Victoria Park / Stampede Station on Macleod Trail.

5th Street SE

5th Street SE is a multi-modal street that significantly increases the north/south connectivity in the district with the construction of the 5th Street SE underpass, development of the Stampede youth campus, and the recent closure of 7th and 8th Street SE in Ramsay. It is intended to support additional traffic flow in the District and take pressure off Stampede Trail to support pedestrian activity and programming along the festival street.

14th Avenue SE

14th Ave is primarily used as a drop off and pick up area and for traffic relief when Stampede Trail is closed. The avenue is capable of handling truck access and can be used as a broadcast vehicle staging area during events. 14th Ave SE is also bordered by an Event Plaza that is contemplated as part of the public realm plan in the Rivers District Master Plan. This is becoming an important pedestrian route between Stampede Park and Enmax Park as it offers the most direct link from the Elbow River bridge.



B) RESPECTING THE PAST, EMBRACING THE FUTURE

The area has a long and rich history as a site for gathering. The Event Centre site itself is situated near the confluence of the Bow and Elbow Rivers which is the traditional territory of the Blackfoot Confederacy and is the birthplace of Calgary.

The confluence of the Rivers has been a significant gathering place throughout Calgary's history.

Nearby Fort Calgary, established as an outpost for the Northwest Mounted Police in 1873, also sits on this traditional land. The Canadian Pacific Railway arrived in Calgary a few years later, cementing the area's importance as a vital east-west link.

In modern times, beginning around 1910, the area became host to a busy industrial presence (Victoria Park) and a warehouse district served by spurs for the original rail line. Several sandstone quarries along the Elbow River served the city's building industry well into the 20th century.

For the last 140 years, the area has been the site of numerous civic gatherings and events, including such special events as the 1921 Winter Carnival and the annual Calgary Stampede (established in 1886).

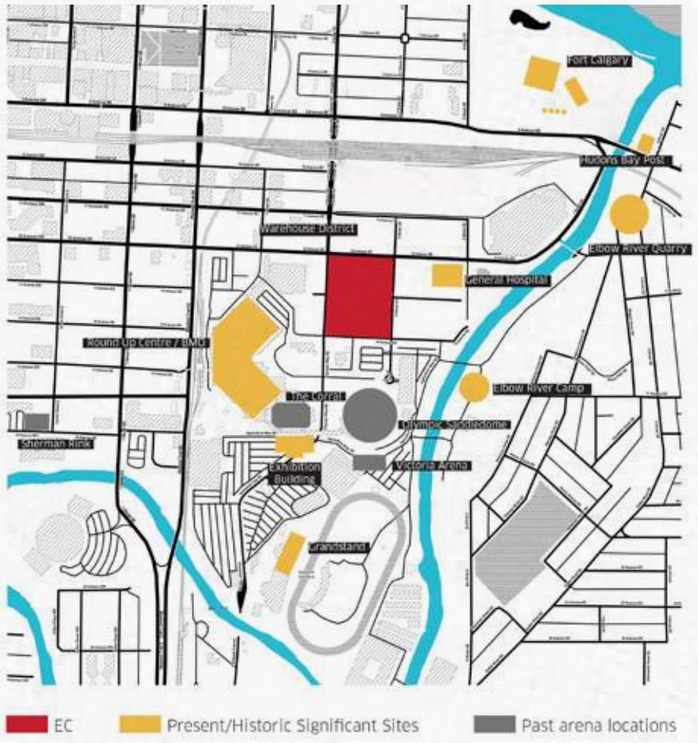
Of special interest, the Event Centre will be the fifth in a line of similarly-purposed structures built in the area:

- Sherman Arena (early 1900s)
- Victoria Arena (1912)
- The Corral (1950)
- The Saddledome (1982)
- The Calgary Event Centre (2024)

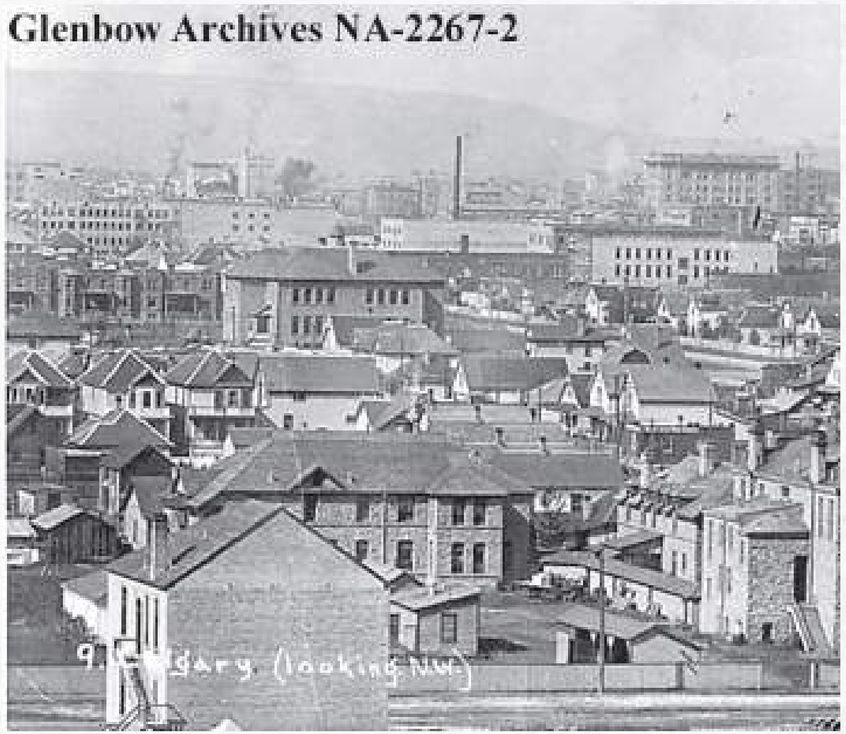
The design team is in ongoing engagement with Indigenous groups to have their voices manifest in the design of the Event Centre and the greater neighborhood context. This engagement builds upon the work done as part of the Beltline Area Redevelopment plan and discussions with the Treaty 7 and Métis nations.

The area's rich history will continue to evolve, shepherded now by CMLC's vision for Calgary's Culture & Entertainment District. Guided by the aspirations outlined in the Rivers District Master Plan, the area will continue to be a gathering place for different peoples, cultures and ideas. Enhanced by the Event Centre and alongside the BMO Centre expansion, the district is evolving into a year round destination where Calgary comes together.

Calgary's Culture & Entertainment District



Context Plan



Glenbow Archives - Calgary Looking NW

C) A CATALYST FOR A WORLD-CLASS CITY

As Event Centres often become a great place to bring out-of-town guests, associates, and friends/family; the project will become a collection of the best regional offerings. The design team is working to highlight food and beverage offerings, retail opportunities, and design characteristics that create a uniquely Calgarian experience. It's our desire to enhance the Calgary brand and increase regional pride.

We want the Event Centre to be what we call an 'Urban Magnet'- an anchor that energizes the entire Culture & Entertainment neighbourhood. We are designing a place that enables connections – to the river, to the active edges along 12th Avenue and Stampede Trail, and to the best public spaces in this city.

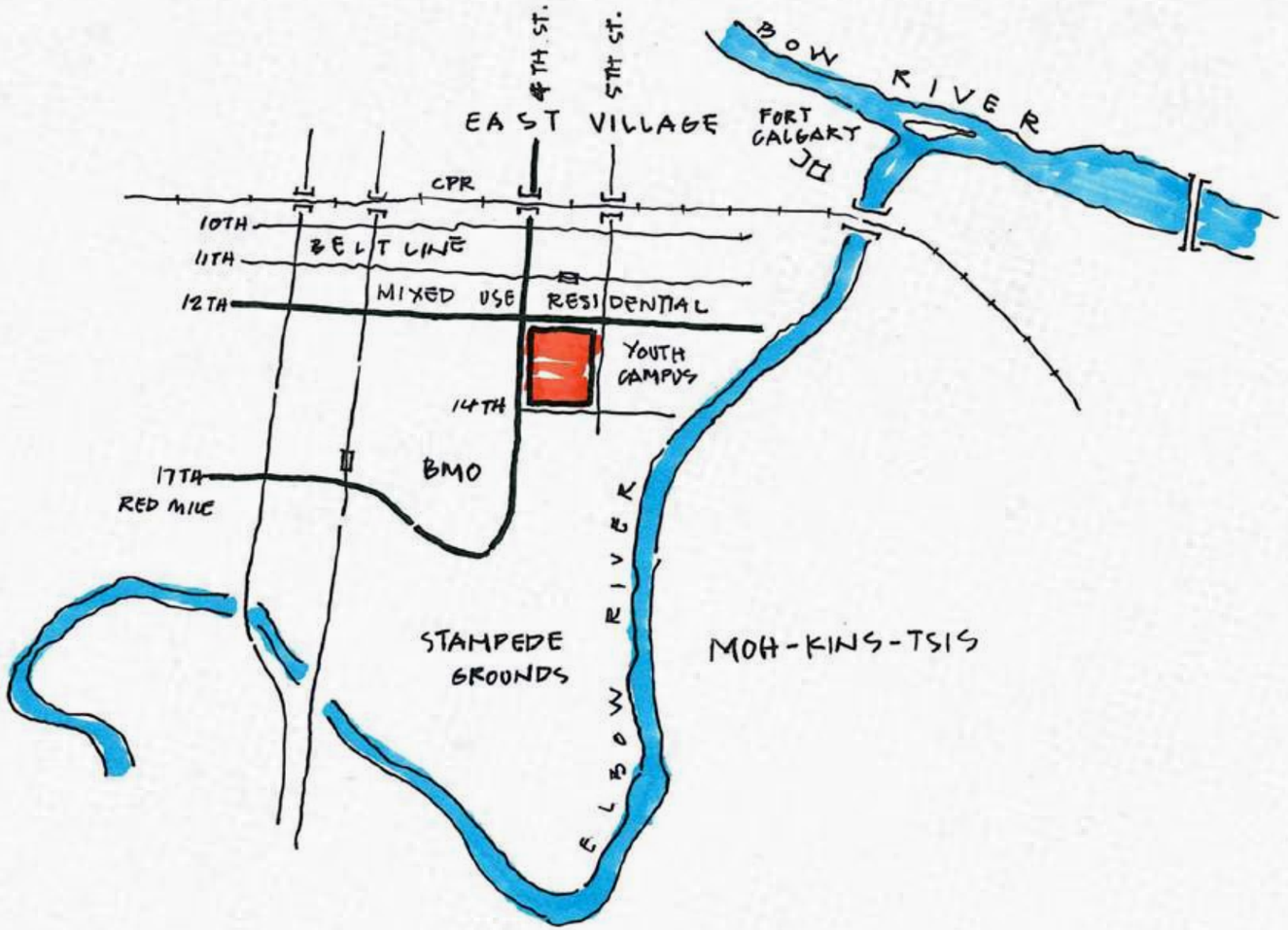


Figure 1 - Rivers District (Calgary's Culture & Entertainment District) Context Plan

The rivers are the most significant natural element in the landscape of the city. The confluence is the historic meeting place of Calgary and is its Indigenous namesake - Moh-Kins-Tsis, or Elbow.

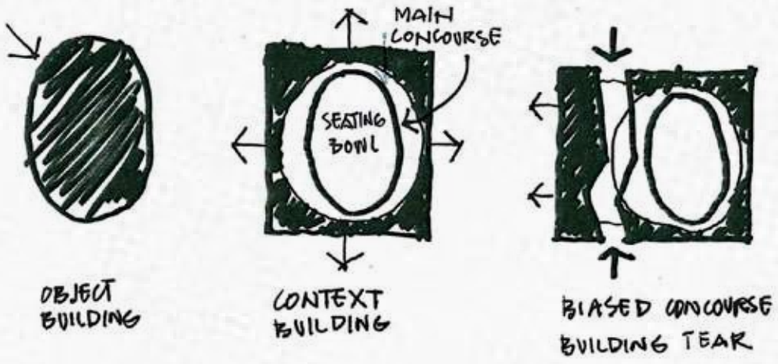
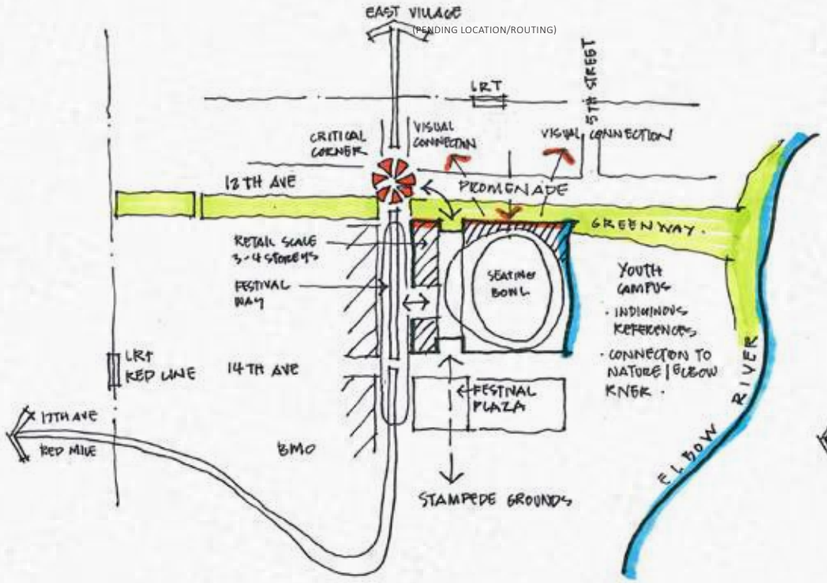


Figure 2 - Object vs Context Building

The building is to be contextual as opposed to an object building. This implies that the building must gracefully embrace the Rivers District on all sides and be a good neighbour to all. The building massing and elevations must address the different characteristics of the context in which it sits and positively contribute to the vibrancy of the city streets.



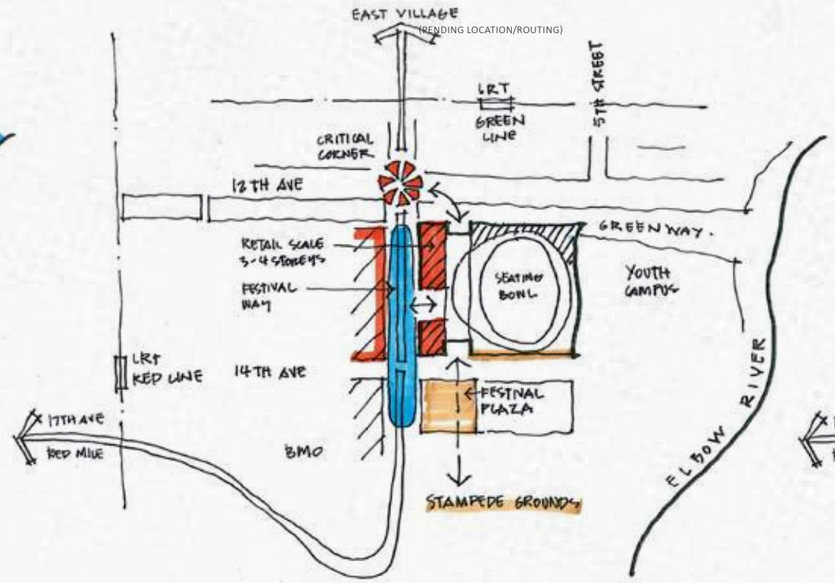
12TH AVE GREENWAY & CONNECTION TO ELBOW RIVER.

Figure 3 - 12th Avenue Greenway & Connection to Elbow River

12th Avenue is the site's main connection to the Beltline. The Greenway connects the Rivers District to the Elbow River.

The North elevation is the "formal" front door and face to the City.

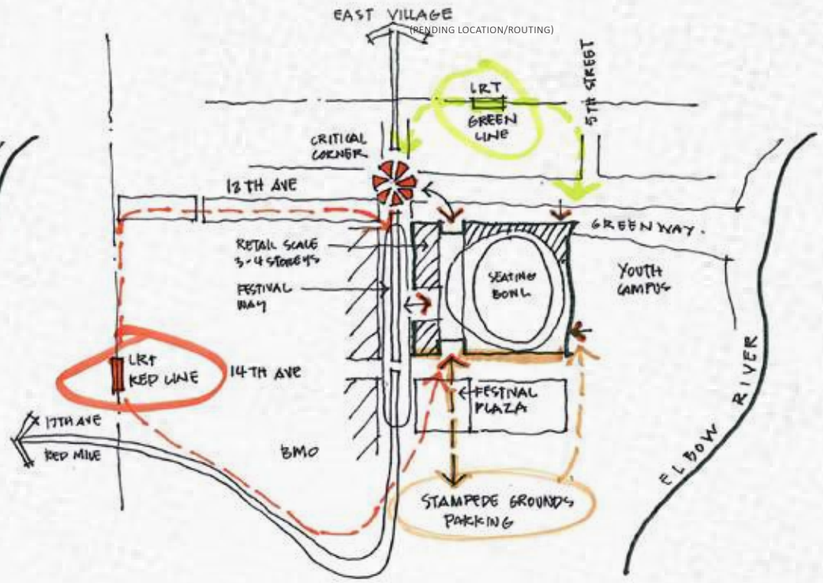
The East elevation is less formal and scaled more to the Youth Campus immediately adjacent to the Site. Treatment along this edge should make a connection to the natural environment and the contours of the Elbow River.



FESTIVAL WAY & BUILDING SCALE

Figure 4 - Stampede Trail and Building Scale

Stampede Trail is intended as a high energy festival street that connects the Rivers District critical corner to future development and the primary building entrance and plaza on the south west corner of the Site. The building scale should respond to the 2 – 3 storey retail character defined in the River's District Master Plan guidelines and acknowledge the Stampede Park to the south.



BUILDING ACCESS POINTS

Figure 5 - Building Access Points

Fans and patrons will approach the building from all directions and entrances located in multiple corners reflect that.

Access will be multi-modal with:

- Parking to the south,
- LRT access from the west and north,
- Foot traffic from the Beltline, Downtown, and the Elbow River pathway.
- Bicycle access from the 12th Ave cycle track;
- The majority of patrons will access the facility at the northwest or southwest corner.

BUILDING OVERVIEW

The Calgary Event Centre, (CEC), will become the gathering place for all of Calgary. The project will establish a vibrant streetscape of shops and retail along 12th Avenue and Stampede Trail, creating a new gateway for Stampede Park. This facility will replace the iconic Saddledome with a vibrant new beacon of energy and excitement that will become a source of civic pride for all Calgarians.

Design Goals

The objective of the design concept was to create a structure that was grounded, both in terms of its physical presence but also in terms of its form, structure and scale. Given its unique location in the city of Calgary, the Event Centre will become one of the first city-building projects in the Rivers District Master Plan. Bounded by 12th Avenue SE to the north, the BMO Centre to the west, Calgary Stampede's Youth Campus and Elbow Riverto the east, the complexity of the site has informed the design direction, requiring very different architectural responses for all four elevations in composition, massing and materiality.

Careful consideration was also given to the scale and massing of the structure. A desire for a significant presence on the west, open and inviting with large expanses of glass that showcase the energy and excitement of events taking place will be visible from the surrounding Beltline and downtown communities and the majority of spectators arriving at the main entrances located on the northeast and northwest corners of the site. The lower volume of the West elevation is the location of the West Pavilion which houses various food and entertainment program elements. It has been conceived as a response to the scale of the festival street (Stampede Trail), and is in keeping with the more traditional retail street scale of the city of Calgary. The East massing of the Centre's performance space has been reduced in size by softening the corners and lowering the internal volume with a stepped facade. These intentional moves create a more organic form that complements the lower scale of neighboring existing and future developments east formal gesture to the river and green space that will connect to the district as development continues.

Symbolism, Meaning and Narrative

The Event Centre design can be perceived as a composition of three elements, in classical architectural terms, Base, Middle and Top. These elements not only come together to form an elegant design composition, but each has been derived from a specific meaning intended to establish the design narrative for the Event Centre.

THE BASE

The base derives its design cues from the natural topography of the site, materials and shapes of a rivers edge or bank. Features of the lower facade include massing of stone and precast that frames smaller openings consistent with the scale of the city Streetscape. The base becomes the strong foundation that supports the middle and upper design elements and contrasts its mass with a complimentary lightness as the building rises out of the site towards the sky.

THE MIDDLE

Just above this foundational base the structure gives way to a clear band of glass that showcases the activity within. Glazed openings allow light and energy inside to be revealed. The middle zone of the elevations allows those inside to take in the spectacular views of the surroundings and the cityscape of Calgary.

THE TOP

Above the middle is a shroud-shaped form resembling a ribbon. This ribbon envelops the performance space of the Event Centre, gently rising from the critical corner of the northwest plaza and wrapping the structure around the east, terminating and pointing toward the neighbouring BMO Centre and Stampede Park to the southwest. Both the curvilinear form of the ribbon and the color of the metal panels represents the flowing nature of the sky.